

CONTACTS: Kurt Gregory Erickson
President

PHONE: W. 703 / 893-0461
CELL. 703 / 625-2303

FOR IMMEDIATE RELEASE
January 31, 2011

GREATER WASHINGTON ANTI-DUI GROUP **URGES SAFETY THIS SUPER BOWL SUNDAY**

HALF OF ALL U.S. TRAFFIC DEATHS ON GAME DAY CAUSED BY DRUNK DRIVERS

McLean, VA, Jan. 31 – While the teams, site and time have been finalized, a local anti-drunk driving organization is urging the public to also develop a game plan to prevent drunk driving during this weekend's "Super Bowl Sunday."

During Super Bowl Sunday 2009, 50% (58 of 115) of all U.S. crash fatalities occurred in crashes where drivers or motorcycle riders had blood alcohol concentrations of .08 grams per deciliter or higher according to the National Highway Traffic Safety Administration (NHTSA).*

"With half of all U.S. traffic deaths being caused by drunk drivers during Super Bowl Sunday, it's important to have a game-plan prior to kick-off and to beat this too often deadly opposition," said Kurt Gregory Erickson, President of the nonprofit Washington Regional Alcohol Program (WRAP), a 29-year-old public-private partnership combating drunk driving.

The McLean, Virginia-based organization has issued a number of "safe celebrating" tips to prevent drunk driving during "Super Bowl Sunday," scheduled for February 6, 2011. These tips include:

- **Plan ahead and designate a driver** if you're celebrating with alcohol.
- **Use alternative transportation** like taxi cabs.
- **Be a responsible host by:**
 - ✓ **Not serving anyone who appears to be impaired.**
 - ✓ **Serving food with alcohol** (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body's alcohol absorption rate).
 - ✓ **Using a non-carbonated base in alcoholic punches** (the body absorbs alcohol faster when mixed with carbonization).
 - ✓ **Serving non-alcoholic beverages** as an option.
 - ✓ **Never serving minors.**

- ✓ **Closing the bar at least an hour before the event's end.**
- ✓ **Designate a bartender / don't let guests mix their own drinks.**
- ✓ **And never allowing impaired guest to get behind the wheel.**
- **Report drunk drivers.** (*District and Maryland law enforcement professionals both encourage the dialing of "911" for motorists to report suspected drunk drivers. In Virginia, the use of the "#77 feature" on wireless telephones is encouraged for the same.*)
- **Wear your seatbelt.**

"Wearing a seatbelt may not be widely viewed as a tool in this effort but the wearing of a seatbelt may be your best defense against a drunk driver," said Erickson. ***"The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries."***

Founded in 1982, the Washington Regional Alcohol Program is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average. WRAP, however, may best be known to area residents via the organization's popular free cab ride service for would-be drunk drivers, *SoberRide*. For more information, visit WRAP's web site at **www.wrap.org**.

* Source: <http://www.nhtsa.gov/SuperBowlSunday>

#